BAY STATE
Brick and Cement
COATING

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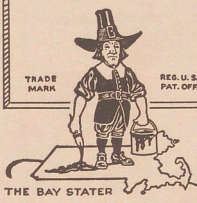

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Used the World over"

WADSWORTH, HOWLAND & CO.
INCORPORATED
BOSTON, MASSACHUSETTS

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California State Building, Balboa Park
San Diego, Cal.

THE STORY OF BRICK & CEMENT COATING

By the "BAY STATER"

The Original Bay State Brick & Cement Coating

How "Bay State" Coating Protects and Beautifies

CONCRETE as a building material has grown rapidly in popularity in the last decade. It is inexpensive, has the advantage of great strength and durability, and has given a wide range to architects, engineers and builders aiming at the artistic effects of Grecian architecture. Especially, for buildings of heavy design concrete has proved its superiority.

Its use has been subject to two serious drawbacks—a tendency to absorb moisture and an unattractive, monotonous color. The absorption of moisture tends to disintegrate the cement, and may cause the corrosion of the reinforcements which are of vital importance in large buildings, such as skyscrapers, factories and the like. The interiors of bungalows, houses and other buildings constructed

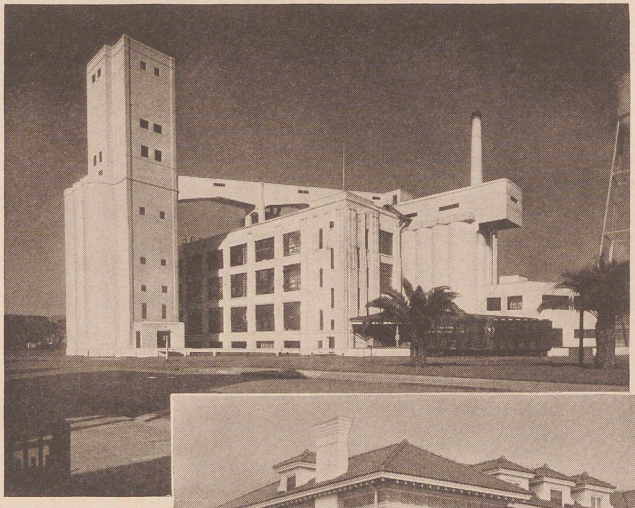
Residence of W. W. Orcutt, Los Angeles, Cal. C. C. & S. J. Chapman, Architects and Builders

of concrete are often damaged by the seeping of water through the outer walls, making them damp and unsanitary, and causing annoyance and expense.

Not only is the dull blue-grey color of cement unattractive, but the blotchy appearance of walls where different "mixes" have been used is decidedly undesirable.

From the first, experts have sought a practical means of overcoming these defects, but it was not until Bay State Brick and Cement Coating was compounded that these problems were satisfactorily handled.

Experiments made included three main methods—the adoption of air cells, the mixing of waterproofing compound with the cement, and the application of a compound to the exterior surface after the walls have been completed. To a degree, the use of hollow tile has lessened the trouble from moisture, but it has not prevented hair-cracking, disintegration and spotting. Mixing a waterproofing



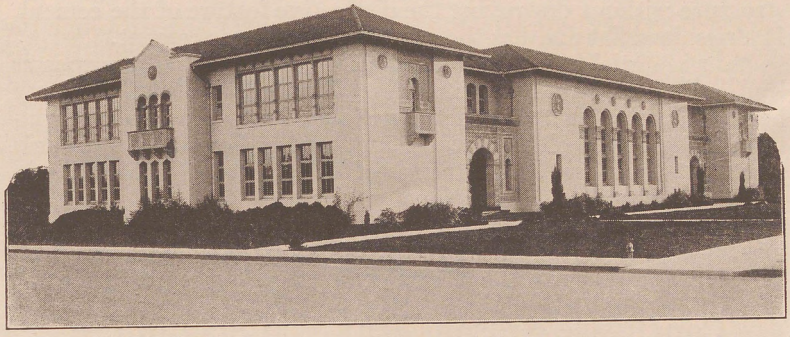
Shredded Wheat Company of California Building Oakland, Cal.

J. S. Bogart Construction Engineer

H. McManus Painter

Residence of Sollie Arronson Los Angeles, Cal.

Edilman & Barnett Architects



High School Building, Watsonville, Cal. W. H. Weeks, Architect

compound with the cement is also unsatisfactory, because it weakens the mixture and does not produce a waterproof surface, owing to the fact that the compound does not assimilate evenly.

Consequently, the only satisfactory results have come with the use of a coating applied to the exterior surface, easily and evenly distributed, thoroughly waterproofing the walls, and preserving the distinctive characteristics of concrete.

Various means have also been tested to overcome the unpleasing color of cement and to prevent the blotched appearance of different "mixes". Coloring matter mixed with the cement has been unsuccessfully tried.

Cement experts concede that the only practical way to overcome the difficulties enumerated is a coating like Bay State Brick and Cement Coating, which is applied to the surface, having waterproofing qualities and permitting a variety of beautiful colors.

Bay State Brick and Cement Coating was offered to the trade twenty-six years ago. At that time we realized the possibilities of cement for building purposes and the consequent need of just such a coating as "Bay State". It remains today the only permanent coating which positively gives results.

This table shows the output of American Portland Cement for building purposes:

1900.... 9,000,000 Bbls.	1910.....75,000,000 Bbls.
1905....35,000,000 "	1915.....86,000,000 "
1920....100,000,000 Bbls.	

The demand for Bay State Brick and Cement Coating has grown correspondingly.

Bay State Brick and Cement Coating is manufactured from a special white base carried in volatile oils, which evaporate upon application. When applied it incorporates itself as a part of the material, resisting dampness and thus affording protection to the concrete surface. This absolutely waterproofs the wall. Bay State Coating is manufactured in various colors and beautifies the

structure without destroying the distinctive feature of the cement. It dries dead flat and has the same appearance as cement.

As a material for interior decoration, "Bay State" far surpasses lead and oil and cold water paints. It dries with a soft velvety finish similar to that obtained by the cold water paints. It contains no glue, caseine or water and resists the attacks of acid fumes, gases, steam and extremes of temperature. It is made in white and in several soft, rich color-tones.

The superiority of "Bay State", the original of all cement coatings, is also indicated in the fact that it is applicable to nearly all surfaces, and that it will not turn yellow from exposure.

Conclusive Reasons Why You Should Use Bay State Brick and Cement Coating

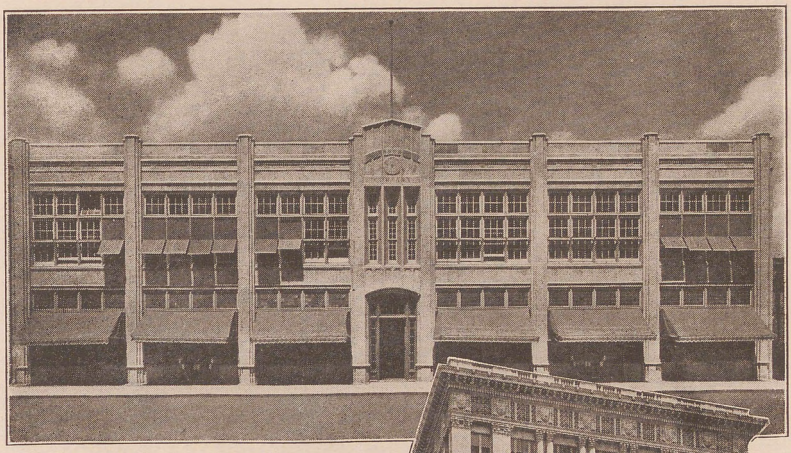
1. Because it is the only Coating manufactured especially for application on Brick, Cement, Concrete, Plaster and Stucco surfaces, which after practical tests, has proven that it will overcome

Sanborn Flats
Los Angeles

Ley Bros.
Architects and Contractors

Curtiss Apartments
San Diego, Cal.

Stannard & Lehman
Architects



Standard Printing Co. Bldg., Houston, Texas. Maurice J. Sullivan, Architect James Antill, General Contractor

General Office Building
The Texas Co., Houston, Texas

many of the difficulties now experienced in using other paints on such work.

2. Because it insures uniformity of shade.

3. Because it does not destroy the distinctive texture of concrete.

4. Because it contains no glue or caseine, and the white retains its snow-white surface without being affected by steam, acids or gases, and can be readily cleansed without injuring the surface.

5. Because it resists the action of moisture above grade.

6. Because Mills and Factories are protected by its sanitary and fire-retarding qualities, and all surfaces coated are rendered free from chipping or peeling, thus protecting intricate machinery from injury.

Note. No treatment will correct faulty construction, such as scaling, chipping or chalking of the cement.

7. Because it will safeguard metal lathing, steel and iron girders from disintegration.

8. Because it reduces your cost, as one coat in opacity equals two coats of Lead and Oil.

9. Because as a light reflector, with its finished surface of pure white it presents a great saving in the consumption of artificial light.

10. Because it produces a splendid flat finish, so much desired on interior plaster walls, and is a most satisfactory undercoating for enamels.

11. Because Bay State Brick and Cement Coating has long ago passed the experimental stage and is today the Standard Coating for the protection and decoration of concrete, cement, brick and stucco.

Enumeration of Uses

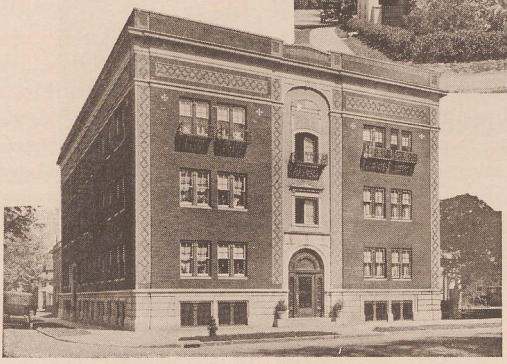
Bay State Brick and Cement Coating is supplied in several modifications to particularly suit it for the services indicated below:

For Exterior and Interior Cement, Concrete, Porous Brick and Plaster surfaces. In these applications "Bay State" Coating serves both for decoration and protection. It prevents exposed surfaces from absorbing and showing dampness after storms. It has been effectively applied in cases of factories, hospitals, laboratories, laundries, mills, dwellings, light-shafts, cold storage and packing houses, office buildings, hotels, etc.

For Cement Floors. Bay State Cement Floor Coating overcomes the annoyance and damage occasioned by the dusting of cement floors. It provides a surface of exceptional wearing and

Residence of O. L. Pardue, Houston, Texas. Finger & Cato, Architects
Andrew Ness, General Contractor

Residence of
H. L. Samuels
Rochester, N. Y.



The Lincoln Apartments
Rochester, N. Y.

sanitary qualities. Prevents staining and absorption and reduces traction noise. Can be readily washed with soap and hot water. Made in several special colors.

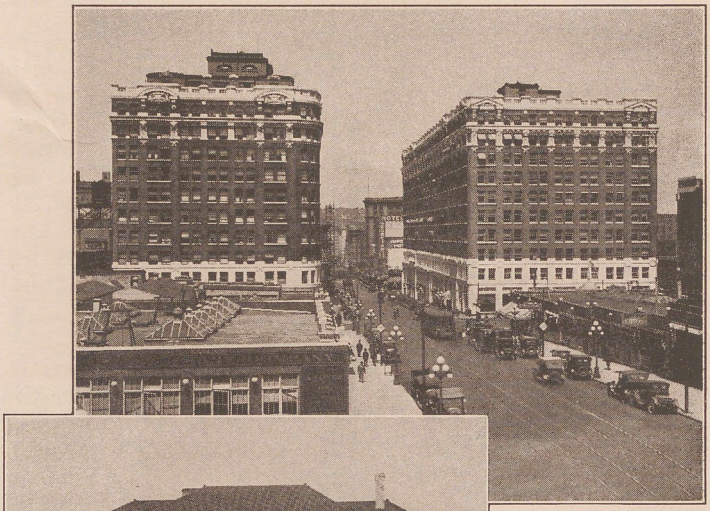
For Mill Work, etc. Its sanitary and fire-resisting qualities find effective application in mill and factory interiors and in boiler and engine rooms. "Bay State" Coating for mill work protects the surface against disintegration and scaling, a feature valuable in the preservation of intricate machinery. Its flat velvety water-color finish reflects light very effectively. Can be washed with soap and water.

For Damp-proofing Above Grade. In this use on exterior surfaces "Bay State" Coating is characteristically effective. It is a sure bar against exterior moisture and will prevent haircracking on exterior cement surfaces.

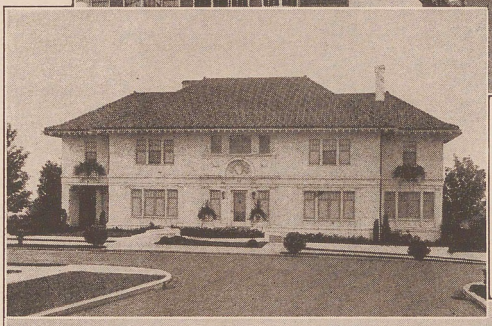
For Interior Woodwork. Can be used on interior woodwork by itself as a dull finish, and over such surfaces serves as an approved fire-retardant. Can also be used as an undercoat for "Bay State" Enamels and Wahcolite Gloss White.

Comparative Cost

Bay State Brick and Cement Coating costs less per gallon than lead and oil paint. While it covers slightly less surface in area, one coat covers better than two, and frequently better than three



Two large Blocks of Office Buildings owned by Metropolitan Building Co. Seattle, Wash.



Residence of Dr. A. T. Bouffleur Seattle, Wash.

Northern State Hospital, Sedro Woolley, Washington

coats of lead and oil or other paints, showing a reduction in cost of material, with a great saving of labor and time. It being a permanent finish, it is not in the class with water paints which show rapid disintegration. Therefore, it is very sanitary for use in factories, hospitals and other places where the powdering of the surfaces might be detrimental. Bay State Brick and Cement Coating forms an ideal first coat under enamel, being hard, immovable, and giving a smooth surface.

Foundation for Tile Effects and Decorative Work

It will not crack, peel, skim or flake off. As a ground coating for tile effects and decorative work it is very desirable, if applied directly to a surface not previously treated with any other materials.

Bay State Enamels

Bay State Enamel No. 222 has a full gloss and is made for white enamel interior finish over Bay State Brick and Cement Coating, is adapted for use in office buildings, hospitals, engine rooms, bathrooms (for giving a tile effect), kitchens, laboratories, etc. It may be washed without injury and is a most durable enamel. It may be left full gloss or rubbed with pumice and water to a porcelain finish. Also made in colors to match the colors of Bay State Brick and Cement Coating.

Bay State Enamel No. 333, a high grade enamel for interior use, dries with an eggshell gloss, dispensing with the labor of rubbing.

Directions for Enamel Finish

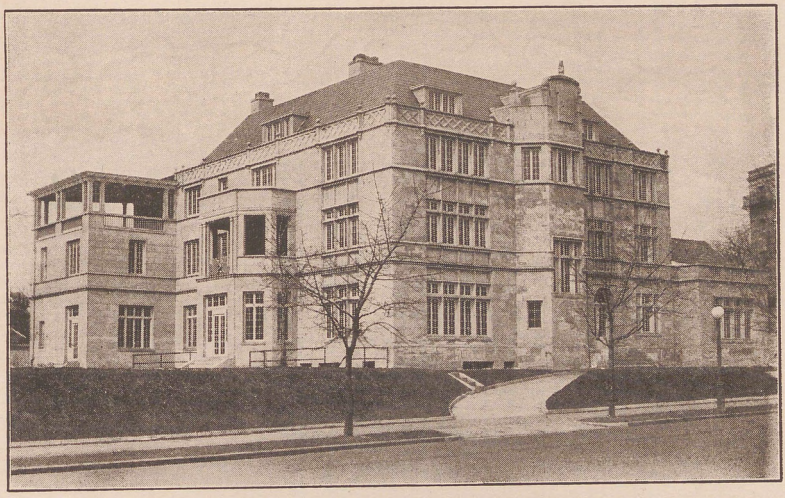
On concrete, cement, brick, wood and plaster obtain a smooth, level undercoat by using Bay State Brick and Cement Coating according to directions; then apply a full, flowing coat of Bay State Enamel No. 222 as it comes from the original package. If a second coat is desired, allow forty-eight hours, lightly sandpaper first coat, and apply same as before without thinning. It may be rubbed to an eggshell gloss if desired with pumice and water.

Bay State Enamel No. 333 is used in the same manner as No. 222, excepting that it does not require rubbing. Do not use enamels on surfaces that contain any dampness.

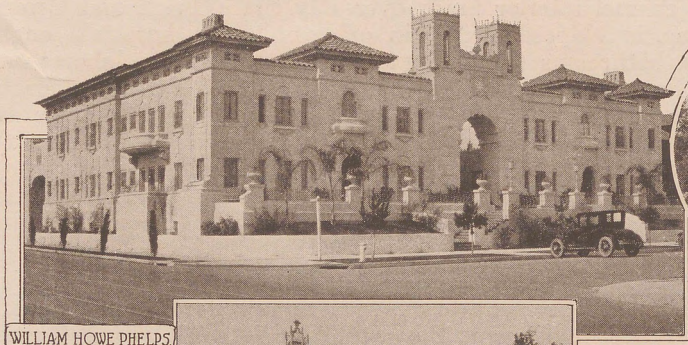
What to do—

Follow directions.

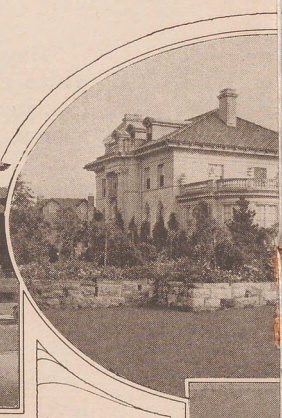
Have the surface in proper condition by removing all loose particles, etc.

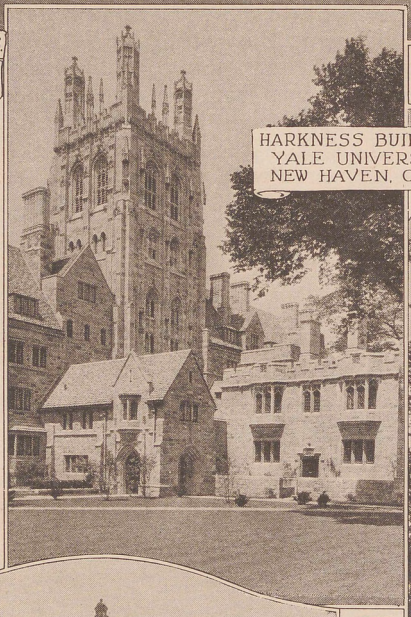


Ambassador Building for Mrs. Henderson, Washington, D. C.

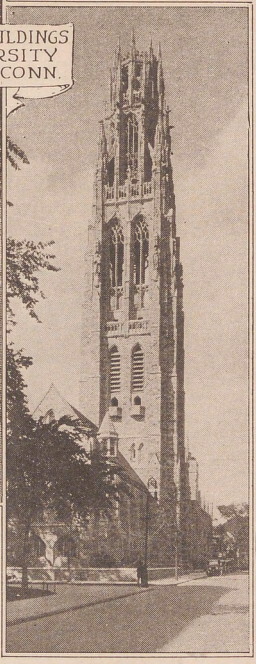


WILLIAM HOWE PHELPS
OWNER
LOS ANGELES CAL.





HARKNESS BUILDINGS
YALE UNIVERSITY
NEW HAVEN, CONN.



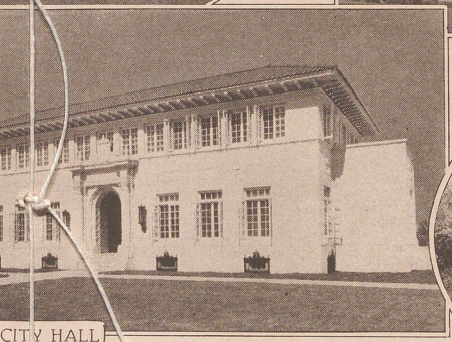
YUMA CIT
YUMA, AR

STATE CAPITOL BUILDING
SALEM, ORE.

5TH AVENUE BAPTIST CH
NEW YORK CITY

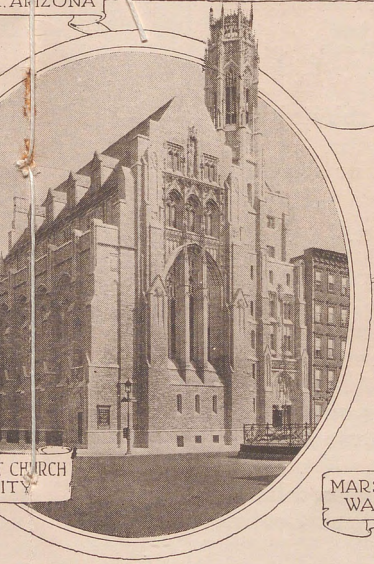
Mrs G.W. MORSE, Res
CLEVELAND, OHIO

PALM BEACH BANK & TRUST CO
PALM BEACH, FLA

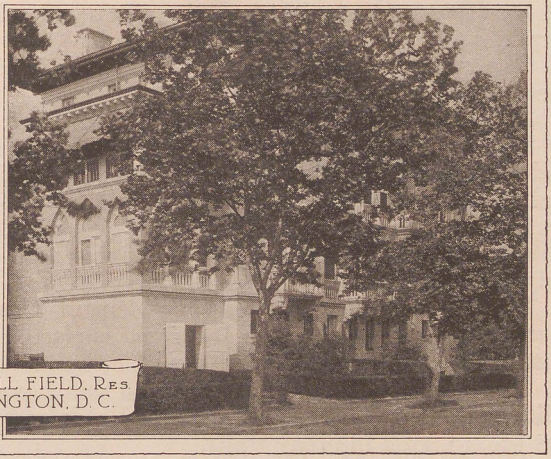


CITY HALL
. ARIZONA

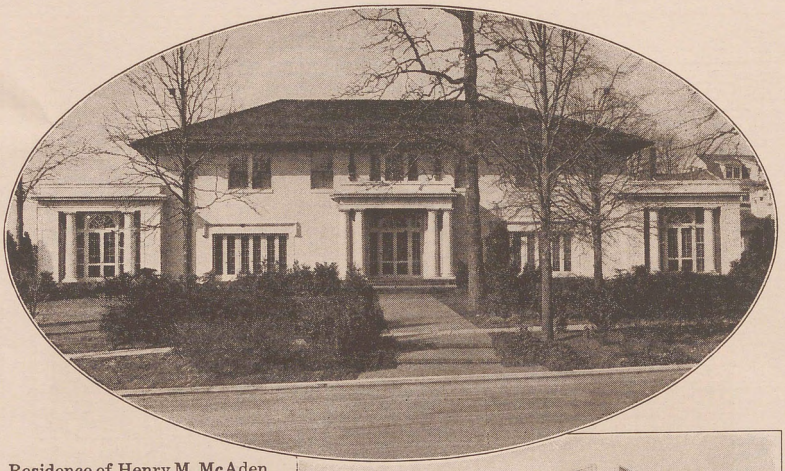
Mr. A.F. HOCKENBEAMER Res.
BERKELEY CAL



CHURCH
ITY



MARSHALL FIELD, Res.
WASHINGTON, D.C.



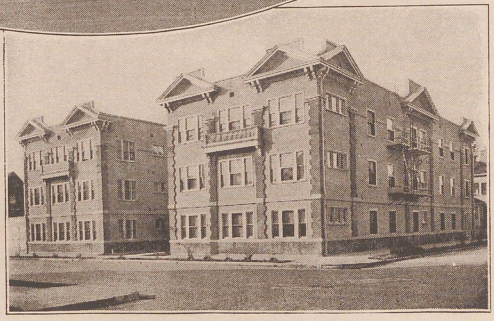
Residence of Henry M. McAden
Charlotte, N. C.

Employ experienced painters.

Consider that proper application insures satisfactory results.

What not to do—

Don't thin with anything but Pure Spirits of Turpentine or Bay State Brick and Cement Coating Thinner.



Waldorf Court, Portland, Ore.
Goodrich & Goodrich, Architects

Don't try to tint with dry colors. Use oil colors thinned with turpentine only.

Don't apply second coat or third until the first or second is absolutely dry.

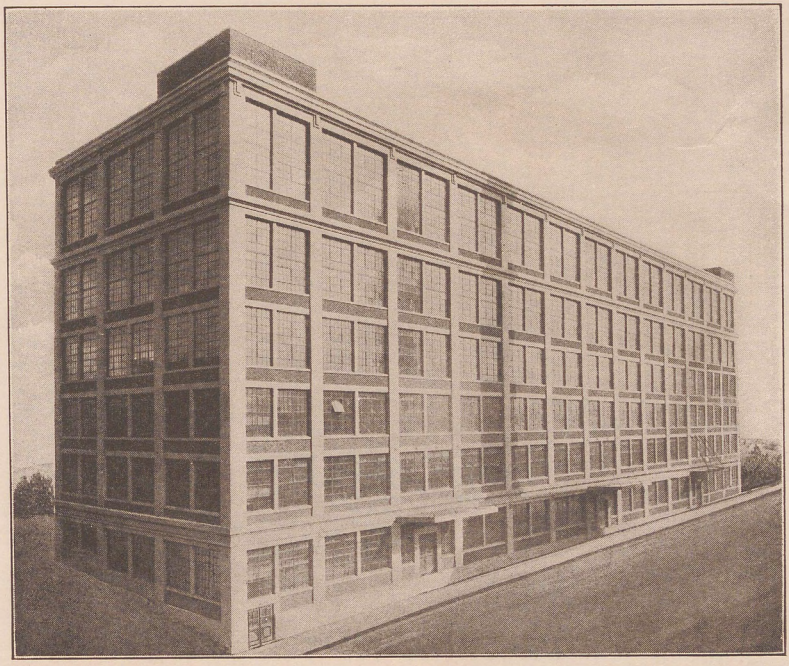
Don't use an oil or dirty brush.

Don't expect to get a clean white surface unless all soot, dust, and loose material is brushed off before applying Bay State Brick and Cement Coating.

Don't expect Bay State Brick and Cement Coating to make a smooth surface unless you have one to work on. Remember, it is only a coating.

Don't use Bay State Brick and Cement Coating on vitrified, granolithic or any other non-absorbent surface, nor over a surface that has been smoothed up with neat cement.

There is little doubt but that you will have good results by following the directions. Bay State Brick and Cement Coating has proved itself in many ways.



Mill Building Number 66, S. Sanford & Sons, Inc., Amsterdam, N. Y.

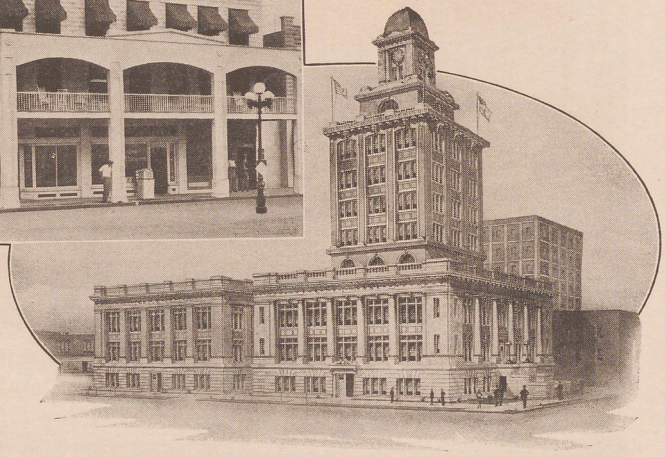
Directions for Using Bay State Brick and Cement Coating

On exterior surfaces of concrete, cement, brick and stucco, use the coating as it comes from the container, stirring same thoroughly and without thinning. It is made just right to obtain the results and advantages claimed for it, and thinning is apt to destroy the properties of the special liquid used in its manufacture, and also lessen the covering quality. In extreme cases where absorption is very great and two coats are necessary, the first coat should be thinned with pure spirits of turpentine, not over one pint to the gallon, or with pure Bay State Cement Coating Thinner. Under no circumstances use oil in thinning.

Bay State Brick and Cement Coating being a specially prepared coating for use on a peculiar surface, directions should be followed closely that the goods may be used understandingly and the best results obtained.

This coating should be applied in much the same manner as when using a calcimine, that is, it should be applied with a wide, clean brush, keeping the brush full and flowing it out. Brush only enough to settle it into place and not for the purpose of extending it.

Hotel Poinsettia
West Palm Beach



Tampa City Hall
Tampa, Fla.
Bonfoey & Elliott
Architects

Directions for Using Bay State Cement Floor Coating

All work must be dry, and free from all loose particles of concrete, dust, grease and oils. A temperature of 70° in the room while coating will also insure best results in cold weather.

First Coat

On new work to obtain the best possible results two coats are necessary. For the first coat the coating as received in the original package should be reduced with about one pint of Pure Spirits of Turpentine to the gallon, applied with a wide brush, allowing it to properly penetrate and saturate the cement, but not enough to stay out much on the surface. This treatment will seal the floor and make a finish for the finishing coat, enabling it to demonstrate to its full capacity its wonderful resisting qualities to wear, moisture, oil, etc.

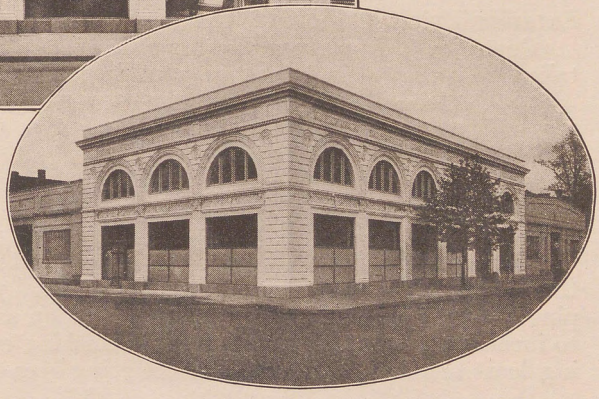
Second Coat

Apply a good flowing coat as received in the original package, brushing only enough to flow out and distribute evenly, keeping it well stirred before and during use. Allow forty-eight hours between coats. If the finishing coat requires renewing at any time first touch up the worn spots with a thin coat, then apply one full coat to the entire surface.

Residence of F. Zimmerman, Cleveland, Ohio. Bohnard & Parsons, Architects

If two coats are to be used, thin the first one with about one pint of turpentine to the gallon, and apply last coat full weight. Allow forty-eight hours between coats.

If the finishing coat requires renewing, first touch up the worn places with a thin coat reduced as above, and then apply one full coat as received over the entire surface.



Home of
Pierce-Arrow Motor
Car Company
Cleveland, Ohio

Lehman - Schmitt
Architects

Information for Use of Architects

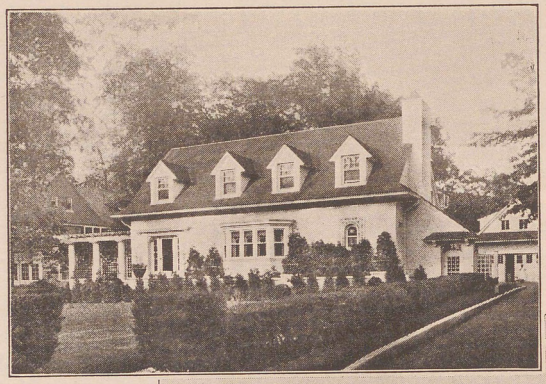
Clean off all loose particles from all surfaces before priming.

New Interior Plaster Walls

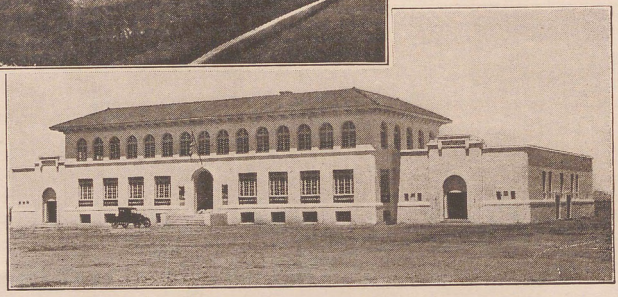
Coat No. 1. Apply one coat of Bay State Brick and Cement Coating for Plaster, thinned with pure spirits of turpentine, not over one pint to a gallon of coating.

Coat No. 2. Apply one good flowing coat of Bay State Cement Coating for Plaster, as taken from the original package.

Coat No. 3. If third coat is necessary, apply same as Coat No. 2.



Residence of
Theo. Schmitt
Clifton Park
Lakewood, Ohio



Casa Grande
High School
Casa Grande
Arizona
Lyman & Place
Architects &
Engineers
Tuscon
Arizona

Exterior Brick, Concrete, Cement and Stucco

Coat No. 1. Apply one flowing coat of Bay State Coating as taken from the original package with a wide wall brush.

Note. This one coat should cover sufficiently well to give a good finish. If a more dense surface is desired, an extra coat may be applied, allowing twenty-four to forty-eight hours between coats.

Interior Brick, Concrete or Cement

Same as foregoing.

Cement Floors

Two coats must be applied; the first coat being obtained by thinning floor coating as received in the original package with one pint of Pure Spirits of Turpentine to the gallon as a priming coat, to furnish the proper foundation for a finishing coat. In repainting floors touch up worn places before going over entire surface.

General Interior Finish

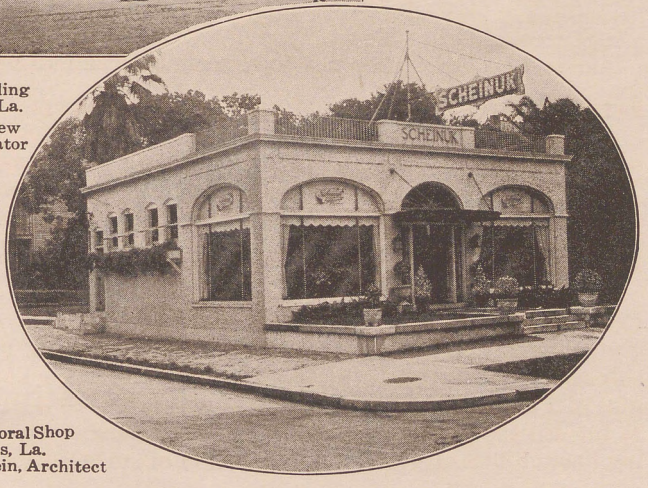
Priming Note. Bay State Brick and Cement Coating will make an excellent ground coat for "Bay State" Enamel No. 222 or No. 333, as either dries perfectly flat and hard. Allow twenty-four hours for drying.

Enamel Finish. Sandpaper the primed surface (see Priming Note above) thoroughly and apply a good flowing coat of "Bay State" Enamel No. 222 or No. 333. Do not apply on surfaces which contain any dampness, as moisture will cause blisters and peeling.

Woodwork. Sandpaper the primed surface (see Priming Note above) thoroughly and apply one or two heavy coats of "Bay State" Enamel No. 222 or No. 333. (If two coats of enamel are used, sandpaper lightly the first coat.)

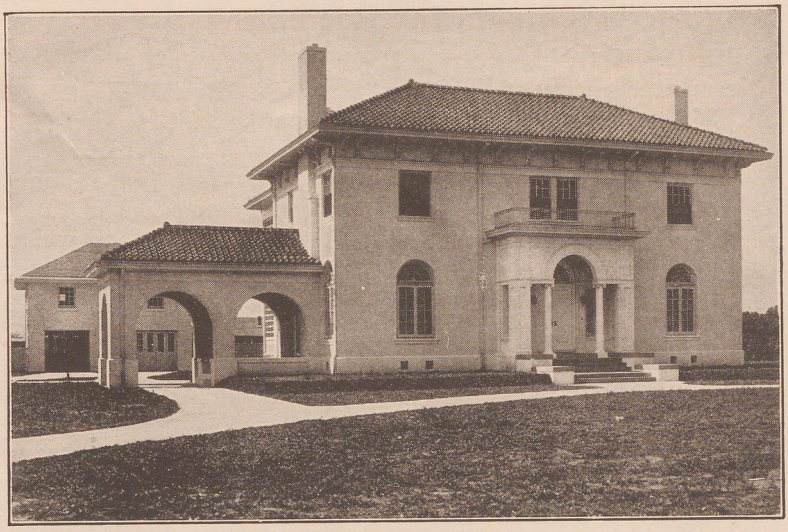
The following table shows specifications for first coat under different conditions for good work; subsequent coats cover about 10 per cent. more surface:

Godchaux Building
New Orleans, La.
Frank J. Mathew
Painter & Decorator



The Scheinuk Floral Shop
New Orleans, La.
Moise H. Goldstein, Architect

MADE IN SEVERAL COLORS



Residence of F. C. Turner, Mobile, Ala.

On Brick, Hard Finish
One gallon not to cover more than 18 square yards.

On Brick, Rough and Porous
One gallon not to cover more than 15 square yards.

On Concrete, Hard Finish
One gallon not to cover more than 18 square yards.

On Concrete, Rough and Porous
One gallon not to cover more than 15 square yards.

On Stucco, Exterior Rough
One gallon not to cover more than 15 square yards.

On Smooth Plaster
One gallon not to cover more than 20 square yards.

Bay State Enamel No. 222

Over undercoats of Bay State Brick and Cement Coating
One gallon not to cover more than 40 square yards.

Bay State Enamel No. 333

Same as No. 222.

Bay State Cement Floor Coating

One Coat covers about 300 square feet.
According to condition of surface.

Directions for Ordering

When ordering for Floors or Interior Plaster, say so on your order, as they require a special construction.

All other work may be finished with the regular Bay State Brick and Cement Coating.

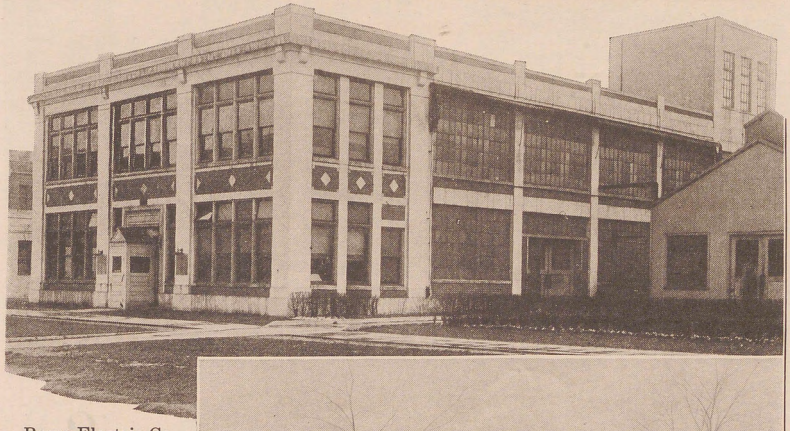
References

All Buildings shown in this book are coated with Bay State Brick and Cement Coating.

Bay State Cement Floor Hardener

It hardens, wear-proofs, dust-proofs, waterproofs and oil-proofs cement floors; changes a soft, porous, dusting or pitting cement floor into a smooth, hard, wear-resisting and non-porous surface that will not dust or pit.

Renders cement floors resistant to most chemicals and dilute acids, which would ordinarily destroy them.



Remy Electric Co.
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Smith, Hinchmann & Grylls, Architects
Detroit
Harry J. Dean Co.
Decorators, Detroit

Second Church of Christian Science
Detroit
McKim, Mead & White, Architects
New York
Harry J. Dean Co.
Decorators, Detroit

Being transparent and containing no coloring matter, it only slightly changes the appearance of the cement floor.

A floor treated with it requires renewed application only at long intervals. When the floor has been worn away so that further treatment is required, the inappreciable change in the appearance of the cement floor caused by the treatment with Bay State Cement Floor Hardener allows treatment of just worn parts without the necessity of treating the parts that have not been subjected to wear, thereby insuring economical upkeep.

When it is applied to a concrete floor a slight excess remains on top, forming a thin film which coats the surface. This film is

Below is shown the new home designed and owned by Mr. Victor H. Wigglesworth of Belmont, Mass. It is new in fact and new in principle; for Mr. Wigglesworth has embodied some original and unusual ideas in his home, using concrete to give the effect of wooden siding as shown in the photograph. Bay State Brick and Cement Coating is used on the outside of this building, including the roof, which is also cement.

Summer home of Col. Henry L. Kincaide, Cohasset, Mass.

not intended to resist abrasion but is of such a nature that when subjected to wear it does not peel off, but is forced by the pressure of the wear into all the pits and crevices of the surface, thereby producing a smooth, hard, wear-resisting finish within the top part of the floor itself.

Bay State Cement Crack Filler

This Crack Filler is a heavy paste suitable for knifing into cracks in cement buildings before applying Bay State Brick and Cement Coating, thereby filling voids which paint could not be expected to fill.

It is of a slightly porous nature and produces an elastic surface which is not likely to become brittle.

It has been tested out thoroughly under adverse conditions and has produced excellent results.

All cement buildings are liable to settle slightly, often causing these cracks to appear and heretofore there has been nothing made which has proved suitable for rectifying this trouble.

BAY STATE CEMENT CRACK FILLER, if properly applied to cracks which are not too wide, will make it possible to produce a result fully equal to that of a new surface, when finally coated with Bay State Brick and Cement Coating in any of the soft artistic colors in which it is manufactured.

P R O D U C T S

Bay State Mill Whites (Wahcolite)
Bay State Industrial Finishes
Bay State Brick and Cement Coating
Bay State Liquid Paints
Bay State Marine Paints
Bay State Machinery Enamels
Bay State Machinery Filler
Bay State Copper Bottom Paint
Bay State Auto Enamels
Bay State Inorout Varnish
Bay State Paste Paints
Bay State Japan Colors
Bay State Pure White Lead
Bay State Floor Paint
Bay State Enamels
Bay State Wagon Paint
Bay State Oil Colors
Bay State Carriage Paint
Bay State Paint and Varnish Remover
Bay State Oil Stains
Bay State Shingle Stains
Bay State Waxo Stains
Bay State Fillers
Bay State Roof and Barn Paint
Bay State Screen Paint
Bay State Yacht Paint
Bay State Wax Polish
Bay State Brushes
Bay State Show Card Colors
Bay State Varnishes

WADSWORTH HOWLAND & CO. INC.

BOSTON MASS

"The Bay Stater"

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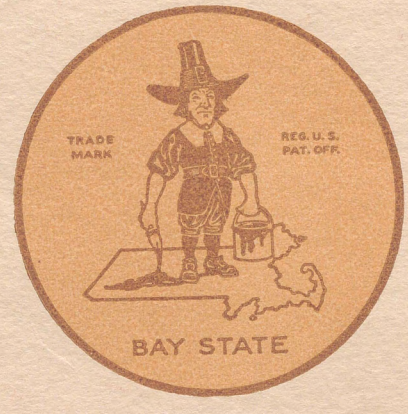
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